

# Maintaining Member involvement

in a Province Wide Credit Union

*Linda S. Moulin, SVP & Chief Governance Officer*

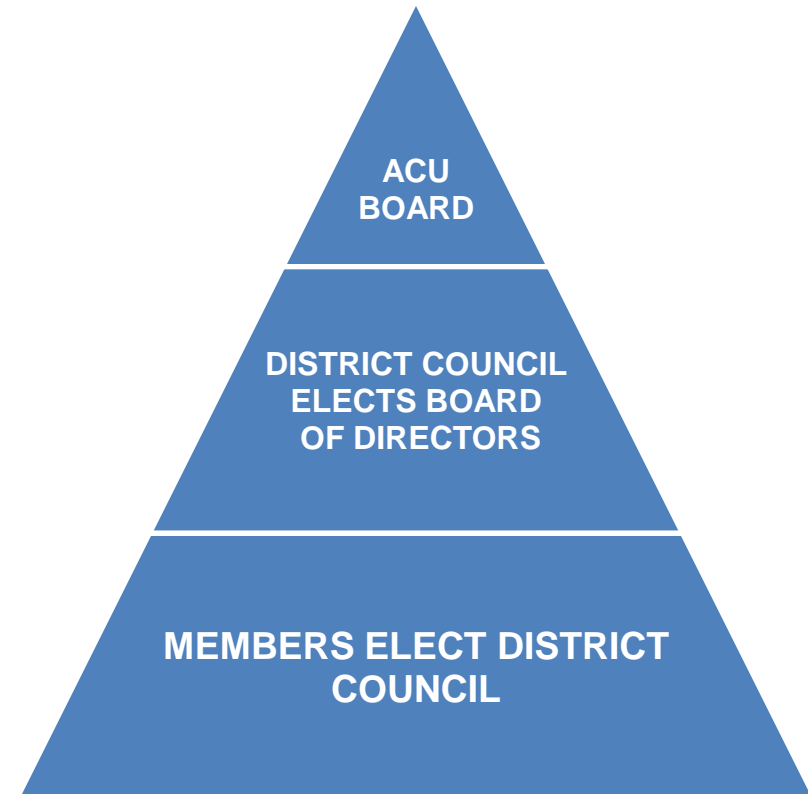


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**Affinity**  
Credit Union

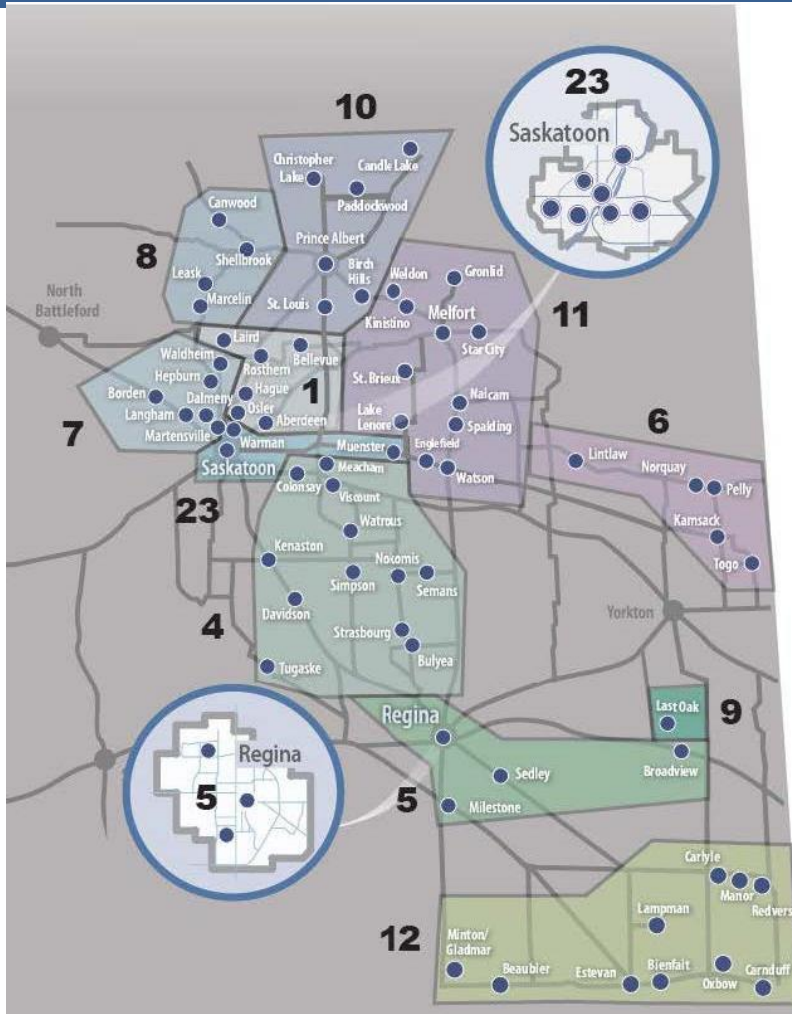
# Affinity Governance

- **11** District Councils
- **138** Elected **District Council Delegates**
- **1** **First Nations District Council** (Provincial)
- **22** Directors
- Staggered **3** year terms



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# Affinity Governance



- **\$4.5 Billion**
- **140,000** members
- **76** Branches
- **68** Communities

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# Affinity District Councils

## CONSOLIDATED MEMBERSHIP



# Delegate Responsibilities



- ✓ Voice of the membership
- ✓ Actively involved in Strategic Planning
- ✓ Allocate Community Funding
- ✓ Serve on Board committees
- ✓ Oversee nomination process
- ✓ Provide guidance on potential mergers
- ✓ Education Competencies in place
- ✓ Provide input to board

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# Community Spirit Fund

- ✓ All elected Officials & Staff
- ✓ \$200 per year



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# Benefits to Affinity

- ✓ Direct Communication with members
- ✓ Large resource of potential directors
- ✓ Youth involvement (Student Delegates)
- ✓ Provincially: governance attractive to potential merger partners
- ✓ Nationally: unique governance among peers
- ✓ Internationally, *Global Alliance for Banking on Values*



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# Measures of Success



- ✓ Members have an **active voice**
- ✓ Elected Officials are providing leadership and are actively engaged
- ✓ A full range of financial services is what we do but **WHO WE ARE** is a **COMMUNITY BUILDER**
- ✓ Our communities are better off because **AFFINITY** is there!



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# The Future at Affinity

- ✓ Governance structure continues to evolve
- ✓ Reviewed every 5 years
- ✓ Bi-Annual survey for elected officials contributions



<http://go.to/funpic>



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“It is better to know some of the questions, than all of the answers.”

James Thurber

Questions?



Thank You!

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